

Participate
NOW!



The 5th International Food & Drinks, Hotel,
Restaurant, Bakery & Foodservice Equipment,
Supplies & Services Exhibition and Conference

1 – 3 October 2009

**Saigon Exhibition & Convention Center
Ho Chi Minh City, Vietnam**

New Venue

Supported by



Ride on Vietnam's Booming Food & Hospitality Industry – There is No Better Time than NOW!

- The hotel and restaurant sectors ranked second with sales value of VND69.1 trillion (US\$4.32 billion), or 11.4 percent of total. It grew 25.3 percent on year.
(Source: Vietnam Business Forum, September 2008)
- Vietnam's total retail sales of goods and services reached more than VND609 trillion (US\$38 billion) in January-August, increasing 30 percent against the same period last year, according to the General Statistics Office (GSO).
(Source: Vietnam Business Forum, September 2008)
- The growing exuberance surrounding Vietnam's accession to the WTO (World Trade Organization) has increased foreign investors' interest in Vietnam. Investors' interest continue to increase as the market offers great value because of the low cost of land and opportunities for income and capital growth.
(Source: Express Hospitality, 2007)
- The tourism sector saw the highest sales growth of 43.2 percent at VND8 trillion (US\$1.89 billion), representing a 1.3 percent of total sales, and the service sector of 30.8 percent at VND30.2 trillion (US\$0.5 billion), or 5 percent of total.
(Source: Vietnam Business Forum, September 2008)

Food&HotelVietnam – The CHOSEN Platform for the Industry

- The Only International Food & Hospitality Trade Event in Vietnam with **more than 70% Overseas Participation.**
- Endorsed by Industry Leaders, the event **grew by 30% in 2007** and is still growing in size!
- Attended by 8,374 trade visitors and key decision makers in 2007, the **visitorship grew by 15.7%!**

Meet, Interact and Network with Key Decision Makers from the Following Sectors:

- Bakery / Confectionery
- Consultants
- Hospitality Management
 - ~ Fast-food Outlets
 - ~ Hotels / Resorts
 - ~ Restaurants / Cafés / Bars / Clubs
- Importers / Wholesalers / Distributors
 - ~ Bakery and Confectionery Equipment & Supplies
 - ~ Food & Drinks
 - ~ Foodservice Equipment & Supplies
- Institutional Catering
 - ~ Airlines / Cruise Lines / Offshore Catering
 - ~ Government
 - ~ Hospitals
 - ~ Industrial Catering
 - ~ Military
 - ~ Schools
- Retailers
 - ~ Department Stores
 - ~ Grocery / Convenience Stores
 - ~ Specialty Foods
 - ~ Supermarkets / Hypermarkets

Exhibit Profile:

- Beverages & Non-Alcoholic Drinks
- Champagne
- Chilled & Frozen Foods
- Confectionery
- Dairy Products
- Dried Fruits & Nuts
- Fortified & Sparkling Wines
- Fresh Produce
- Health / Organic Foods
- Ingredients
- Liqueurs & Cocktails
- Poultry / Meat / Halal Meat
- Processed Food & Convenience Foods
- Seafood
- Snacks & Ice Cream
- Specialty Foods
- Spirits
- Still Wines

These lists are not exhaustive and serves as a guide only.



PARTICIPATION FEE:

A Walk-On Booth is 9m² (3m x 3m). The fee is **SGD5400 @ SGD600 per sqm.***

Entitlements:

- Full booth design and construction
- Complete USA group feature / logo and color scheme
- Fascia board with name of exhibiting company
- Needle punch polypropylene carpet
- One reception desk with one folding chair
- One coffee table with two easy chairs
- One display block
- Two shelves
- Two fluorescent tubes
- One electrical outlet, 220 volt, 13 amp
- Daily booth cleaning services
- One complimentary listing in the Food&HotelVietnam2009 Official Show Directory
- One complimentary listing in the USA Pavilion Show Directory
- Exhibitors' passes (up to 5 passes per exhibiting company)

Services:

- Information counter staffed by USDA to offer export counseling on host country market

* SGD denotes Singapore Dollars

Notice on Product Origin

All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

For more information, please reach your nearest USDA contacts at:

Overseas Trade Support Branch
Washington, D.C. (USA)
Ms. Sharon Cook
 Tel: +1 202 720 3425
 Email: sharon.cook@usda.gov

Office of Agricultural Affairs
Vietnam
Mr. Truong Minh Dao
 Tel: +84 8 825 0502
 Email: dao.truong@usda.gov

Space booking is on a first-come-first-served basis!

Yes, I want to apply NOW! Space booking is on a first-come-first-served basis!

STEP 1

Please reserve _____ booths (min. 9sqm per booth) within the USA Pavilion at Food&HotelVietnam2009.

STEP 2

Fax your reply to:
Oak Overseas, USA

Mr. Russell Hood
 Tel: +1 704 837 1980 (Ext: 302)
 Fax: +1 704 943 0853
 Email: rhood@oakoverseas.com

Name: _____

Designation: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

Products/Services: _____

Organiser:

Singapore Exhibition Services Pte Ltd

No. 1 Jalan Kilang Timor
 #09-02 Pacific Tech Centre
 Singapore 159303
 Tel: +65 6233 6638
 Fax: +65 6233 6633
 Email: events@sesallworld.com

Vietnam Representative Office

51-51B-53 Vo Van Tan St., KM Plaza
 Suite 6B, 6th Floor, District 3
 Ho Chi Minh City, Vietnam
 Tel: +84 8 930 7618
 Fax: +84 8 930 7616
 Email: exhibit@vietallworld.com

Local Organiser:

VCCI Exhibition Service Co Ltd

171 Vo Thi Sau St., District 3
 Ho Chi Minh City, Vietnam
 Tel: +84 8 932 0177 / 932 6339
 Fax: +84 8 932 5789
 Email: events@vietcham-expo.com

Worldwide Associate:

OES Overseas Exhibition Services Ltd

12th Floor, Westminster Tower
 3 Albert Embankment
 London SE1 7SP, United Kingdom
 Tel: +44 20 7840 2147
 Fax: +44 20 7840 2111
 Email: apple@oesallworld.com

AN ALLWORLD EXHIBITIONS EVENT

*All information stated in this collateral is accurate at time of print and may change without prior notice.